



WISCONSIN SCHOOL NUTRITION **IN A NUTSHELL**

Starting a New Breakfast Program

Research shows that eating breakfast has positive effects on academic performance, attendance, and improves nutrient intake in children. Students may arrive at school without a sufficient breakfast for a variety of reasons, and implementing a school breakfast program could be the key to closing that nutrient gap. Consider the following key areas when planning a new program and reach out to the School Breakfast Specialists at DPISBP@dpi.wi.gov with any questions.

Seek Key Stakeholder Support

Community

Find out how the community feels about a breakfast program. Key questions to answer:

- Does the community feel there needs to be a school breakfast program?
- Do parents struggle with getting kids to eat breakfast in the morning?
- What factors affect a parent and student's decision to eat school breakfast?

School Members

Explore the school's receptiveness to a school breakfast program. Determine which information the key stakeholders need access to, such as research on how breakfast improves tardiness and absences, or how breakfast can improve test scores. Key questions to answer:

- Does the principal or administrator feel that breakfast is important?
- Is the school board receptive to a breakfast program?
- Which service models are feasible at the school? Are the teachers and custodial staff on board for the various service models?
- What barriers or challenges do key stakeholders perceive in starting a breakfast program?

Identify the Service Model(s)

Breakfast models may vary from school to school, and some schools may benefit from implementing multiple models in the same building. Explore the models below to identify which one(s) will work best for each school.

- [Breakfast in the Classroom](#) is associated with highest breakfast participation. Breakfast can be delivered to the classroom, picked up by students in the cafeteria, or picked up by a teacher or student representative and taken back to the classroom.
- [Grab n' Go Breakfast](#) is a fast nutrition option for students on the go. Breakfast may be pre-bagged containing the required components, or individual breakfast components may be set out for students to select and put into their bags.
- [Second Chance Breakfast](#), also known as Breakfast After the Bell, is a great option for students who may not be hungry first thing in the morning. It may be served during a mid-morning break, after the first period, or anytime prior to lunch service.

- [Breakfast Carts](#) are mobile serving areas that allow students to conveniently pick up packaged breakfasts from high traffic areas, such as hallways, entryways, classrooms, or cafeterias. Students can eat in the cafeteria, the classroom or in a common area before and/or after the bell has rung.

Plan Your Breakfast Menu

The menu may depend on the selected service model. Regardless, the menu must meet the breakfast meal pattern requirements for the age/grade group(s) served. Use the following resources to get started and find more information on the [DPI Breakfast Resources webpage](#).

- [Breakfast Meal Pattern Table](#)
- [Breakfast In a Nutshell](#)
- [Preschool Meal Pattern In a Nutshell](#)

Consider the Financial Implications

The School Breakfast Program provides federal reimbursement based on eligibility category. Explore the [Comparison of Financial Models](#) to find what works best for each school and benefits both operations and students.

- **Severe Need Breakfast** provides additional reimbursement for every breakfast served at eligible schools where forty percent or more of student lunches served in the second preceding school year were served free or at a reduced price.
- **Elimination of Reduced-Price Breakfast** offers only two prices to students – free or full price. Students who qualify for reduced-price breakfast receive their breakfasts for free in this model.
- **Universal Free Breakfast** offers breakfast to all students free of charge, regardless of need. The school claims for reimbursement at the correct income category for each student. Increased participation can offset loss from otherwise paying students.
- **Community Eligible Provision (CEP)** is a four-year reimbursement option for schools participating in both SBP and NSLP to offer free school meals to all children without collecting household applications. Visit the [CEP webpage](#) for more information.

Update the Online Contract

Before breakfast meal service begins, update the School Food Authority's (SFA) online contract to reflect which school(s) offer breakfast, to which grades, and when.

Market and Promote Your New Program!

Be sure to market and promote your new program to your students, parents, and school community! Develop a marketing plan to raise awareness around the program, set goals for increasing participation, and most of all, have fun while doing it! Take advantage of [National School Breakfast Week](#) (NSBW) and other fun holidays or events throughout the school year!

For marketing and promotional ideas, visit the [DPI Breakfast Resources](#) and [DPI Marketing Your Program](#) webpages.